

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1759

Washington, D. C.

December 5, 1959

Institutional Selling Aids Presented In C&TR Bulletin

The second edition of the new *Restaurant & Institutional Bulletin*, a continuing project of the N.C.A. Consumer and Trade Relations Program, was mailed last week to members and others on the C&T.R. list. Objectives of these bulletins are to provide N.C.A. members with capsule information dealing with trends in the restaurant and institutional trade.

Bulletin No. 2, among other things, stresses the necessity of making canned foods as convenient as possible for operators, since only through the use of convenient and portioned foods can the restaurant operator efficiently produce maximum amounts of finished dishes to handle peak-period service at lowest cost.

Comments are quoted from various restaurant owners and cafeteria managers as to what salesmen can do to meet their real needs and problems. Among these are full information about each product. The bulletin states:

"Restaurant and wholesaler knowledge of canned foods cannot be taken for granted. Ideally, canned foods that carry complete and detailed facts on their labels prove to be invaluable aids to brokers, wholesalers, and their salesmen in presenting these products realistically to restaurant and institutional operators. In addition to drained weight, variety, the count or number of typical servings, seasonings or concentration of syrup—special information on how best to prepare and serve basic recipes, nutritional data (where possible)—are among the most desired specifics. If the label cannot carry all the story, be sure that available printed material does."

Among other topics covered are menu standardization and commercial, semicommercial, charitable, and institutional feeding. Copies of Bulletin No. 2 may be obtained by writing to Jack Simmons, Dudley-Anderson-Yutzy, 551 Fifth Ave., New York 17, N. Y.

Senate Group May Broaden Its Inquiry on Migratory Labor

Senator Harrison A. Williams, Jr. (N. J.), chairman of the Senate Subcommittee on Migratory Labor, announced this week that he may broaden the scope of the subcommittee's study to include two new areas of legislation affecting migrant workers—education and housing.

The Senator made this announcement in a formal statement opening a public hearing in Trenton, N. J., November 30. He said that at hearings and on field trips conducted by the subcommittee interest has been expressed in education and housing of migratory workers, and that he would welcome statements on both subjects from witnesses who appear before the subcommittee.

On December 7 the subcommittee will conduct a public hearing in New York City to gather data on migratory workers in the farms and orchards of New York State. Mrs. Eleanor Roosevelt will be the first witness, and Gov-

ernor Nelson Rockefeller has been invited to testify. The hearing is scheduled in Room 2804 of the U. S. Court House, Foley Square, beginning at 9 a.m.

Another public hearing will be held in Philadelphia December 8, in the conference room, 17th floor, Commonwealth of Pennsylvania Office Building, Broad and Spring Garden Streets, beginning at 10 a.m.

Pending before the subcommittee are four bills. One would establish a minimum wage for migrant workers employed by large corporate farms, two would provide for registration of migrant labor contractors, and one would bring agricultural child labor within the protection of the Fair Labor Standards Act.

The subcommittee has conducted hearings and field trips in Michigan, Minnesota, Wisconsin, and New Jersey.

Policy Committee Emphasizes Need for Pesticide Research

Viewing the increasing problems relating to use of chemicals in farming and associated operations, the USDA's Agricultural Research Policy Committee at its annual meeting last week urged additional immediate expansion in the program of research especially with respect to pesticides. Scope of the present program in terms of need, the Committee stated, underscores the importance of extending present research efforts.

Much of the Committee's discussion during a two-day meeting with Department officials centered around the problems associated with both the adequacy and integrity of the nation's food supply. Immediate problems are broad. In agricultural use of chemicals the discussions indicated problems ranging from fertilizers applied in granular, liquid, and spray form through a long list of pesticides, plant growth regulators, hormones, antibiotics, feed additives, pharmaceuticals, and other compounds used to

protect and produce crops and livestock.

Modern farming requires the use of these chemicals, the Committee agreed. Without them it would be impossible for agriculture to supply consumers with the foods and fibers in quantity and quality necessary for this country's present high standard of living.

Emphasis in research programs relating to use of such chemicals, according to the Committee, should be directed to arrive at long-range solutions of increasingly important problems while at the same time efforts are continued to solve pressing immediate difficulties. Unless basic research is strengthened in this area, the Committee discussions indicated, the same problems compounded in difficulty may still remain 25 years or more from now.

The Committee spent most of one day at the Agricultural Research Center, Beltsville, Md., studying the research programs under way there relating to control or eradication of plant and animal pests. Among new

approaches which scientists at Beltsville are exploring are further applications to other insects of the male-sterility technique used in eradicating the screwworm from the Southeast, possible new chemical sterilization of insects to achieve eradication or control, use of parasitic or other natural infestations to decimate natural insect populations and prevent their build-up to damaging proportions, new types of lures or attractants to achieve the same ends, and new chemicals that leave no residues and those of extremely low or zero toxicity to warm-blooded animals.

Methods of this type, when successful applications are developed, will make pest eradication in many instances much safer, easier and less expensive. In such new approaches, the Committee agreed, may be found the answers to many of today's problems with respect to use not only of pesticides but also of other agricultural chemicals.

Consumers as well as producers have a big stake in strengthening research to solve problems relating to use of chemicals in agriculture, the Committee discussions indicated. One of the big needs of the day, as em-

phasized during the meetings, is development of better understanding among people generally of the problems in agriculture and the importance of strong research programs in alleviating present as well as long-time difficulties in the interest of both producers and consumers.

The Agricultural Research Policy Committee was set up under provisions of the Research and Marketing Act of 1946. Members are appointed by the Secretary of Agriculture. Representing farmers and ranchers, state and private research organizations, and industries concerned with agriculture, all from outside the federal government, this committee is concerned primarily with broad agricultural policy problems and providing a two-way bridge between users of the Department's research findings and scientists doing the research.

Louis Ratzenberger, Jr., president of The Illinois Canning Co., Hoopes-ton, Ill., who was appointed to the Committee in September, was among those who attended the meeting. Other members in attendance included Paul Armstrong, retired general manager of Sunkist Growers, Inc., Pacific Palisades, Calif.

Citrus Advisory Committee

Studies to speed mechanization of citrus harvesting and handling and to increase utilization of citrus products are important present needs of the citrus industry, according to the USDA's Citrus and Subtropical Fruit Research and Marketing Advisory Committee. The committee held its annual meeting in Washington November 2-6.

Some progress has been made toward more efficient bulk handling of citrus, but development of mechanical aids for picking would help to cut labor costs and improve the quality of fruit, the committee noted.

Basic chemical composition studies should be pursued, the committee said, on citrus and subtropical fruits and their products such as juices and concentrates and such by-products as the essential oils. The aim of the research would be development of new processes for making citrus products, improvement of methods for determining fruit quality and purity, and development of pharmaceutical uses for citrus constituents.

In the marketing field, top need is for investigations to develop both chemical and physical methods for

determining fruit quality and maturity in order to improve grading and inspection of fresh and processed fruit.

An expanded plant breeding research program is also needed, the committee said. Especially important is development of early- and late-maturing, high-quality, disease-resistant, cold-hardy, productive new citrus varieties.

The committee also approved a slate of proposals for improving the citrus marketing services of USDA. The committee noted increasing needs for additional information on truck receipts from cities not now covered by USDA market news reporting services.

Rated high in priority by the committee also are: (1) further studies on the effects of storage time and temperature on the quality of frozen citrus products; (2) basic research on the postharvest diseases that occur in citrus and subtropical fruits as well as basic studies of the physiological basis for citrus rind disorders; and (3) a search for new rootstocks with disease resistance, salt tolerance, and adaptability to various soils and climates as a method of establishing quality control.

Fast Food

In the November issue of *Fast Food*, an institutional magazine for quick food service establishments, is the article, "Tomato Polenta." The magazine is carrying a series of articles featuring short-cut recipes of foreign favorites. The article points out that, "Canned tomatoes, tomato paste and mushrooms reduce vegetable preparation time."

The article begins, "Your customers will like Polenta. Although most commonly eaten in southern Europe, it has a close relationship to the familiar flavor of corn meal as used in many American dishes.

"It's a staple on Italian menus, where it's eaten along with meats or combined with meat, sauce or cheese—sometimes a combination of both.

"You will recognize the flavor as similar to corn pones, cornmeal mush and hoe cakes of our own South, the scrapple of Philadelphia, or the corn tortillas of our Southwest.

"This fast version—Tomato Polenta—made with sausages, comes straight across the sea via the test kitchens of the National Canners Association."

The two black and white photographs used for illustration were furnished by the N.C.A. Consumer Service Division.

Poultry Inspection Regulations

The Agricultural Marketing Service of USDA has published in the *Federal Register* of December 1 amendments to its regulations governing the inspection of poultry and poultry products.

The amendments, which go into effect January 1, provide for the use of processing techniques and chilling methods that are necessary to prevent undue moisture absorption and to assure drainage of free water from carcasses prior to packaging. The amendments also make other changes in the inspection requirements.

USDA Plentiful Foods List

The USDA Plentiful Foods List for January includes eggs, onions, sweet potatoes, apples, oranges, cranberries, raisins, fats and oils, lamb, and dry pea beans.

The USDA has issued special promotion pieces soliciting cooperation throughout the food trade in selling cranberries and in reestablishing public confidence in them, and featuring recipes which use cranberries, both fresh and processed.

Wholesale Distributor Stocks of Canned Foods

A report on stocks of 13 canned food items in the hands of wholesale distributors, including retail multi-unit organizations, on November 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

	Nov. 1 1958	July 1 1959	Nov. 1 1959
(thousands of actual cases)			
Vegetables:			
Corn.....	4,177	3,347	3,800
Peas.....	3,601	3,568	3,777
Sauerkraut.....	654	564	704
Fruits:			
Apples.....	447	397	390
Applesauce.....	1,408	1,222	1,338
Cherries, R&P.....	521	296	505
Grapefruit segments.....	339	403	365
Pineapple.....	2,333	1,803	2,324
Juices:			
Citrus blends.....	440	465	455
Grapefruit.....	605	607	629
Orange.....	704	1,038	707
Pineapple.....	1,579	1,253	1,161
Fish:			
Maine sardines.....	312	176	266

* June 1 data; stocks on July 1 not available.

1959 Pack of Pumpkin and Squash

The 1959 pack of canned pumpkin and squash totaled 3,128,304 actual cases compared with the 1958 pack of 2,996,550 cases, according to a report by the N.C.A. Division of Statistics.

State	1958 (actual cases)	1959
Eastern states.....	436,955	478,264
Ohio.....	162,935	142,478
Indiana.....	104,434	169,378
Illinois.....	1,418,903	1,490,966
Other Midwest states.....	248,378	191,867
Western states.....	624,943	655,351
U. S. Total.....	2,996,550	3,128,304

Eastern states: Del., Maine, N. J., Pa., and Va. Other Midwest states: Mich., Minn., and Wis. Western states: Calif., Colo., Idaho, Mont., Ore., and Wash.

Canned Corn Supply Situation

The low level of distributors' stocks of canned corn on November 1 indicates that the large shipments of canned corn by canners during the August-October period are moving rapidly into consumers' hands.

Distributors' stocks of canned corn on November 1 were 3.8 million cases, the lowest figure for this date since the end of the war. Canners' shipments during the first three months of the 1959-60 season were the largest

since 1952. This high rate of shipment from canners' hands apparently was the result of strong consumer demand.

During the last nine months of the marketing season (November through July) canners normally ship more than 70 percent of the total year's shipments. Shipments during this period of 1957-58 totaled 27.6 million cases. The total supply that year was about the same as the supply available for the current marketing season. This rate of shipment would leave in canners' hands, at the end of the 1959-60 season, stocks that would be the equivalent of less than one and one-half months' supply at the average monthly shipment rate.

A detailed report on the supply situation with respect to canned corn was issued by the N.C.A. Division of Statistics and mailed to all members who pack corn. Additional copies are available upon request.

Oldest Canner Lauded on Eve of Industry Sesquicentennial

On the eve of the 150th anniversary of the canning industry, celebration of which will be launched at the 1960 N.C.A. Convention at Miami Beach, the "father" of canning in America, William Underwood, was honored at a series of events in Boston November 20.

At a breakfast meeting of the 35th annual New England Conference convened by the New England Council and the six New England governors the original William Underwood was saluted as "the nation's first canner." A plaque was placed on a building now standing on the site of the old Russia Wharf, where Underwood founded his business in 1821, just 11 years after the French Government recognized Nicolas Appert as the discoverer of the canning method of food preservation.

At a luncheon following the plaque ceremonies, representatives of the *Saturday Evening Post* presented to George C. Seybolt, president of Wm. Underwood Company, an advance copy of their November 28 issue, which features an article on the company.

"The first William Underwood was an English baker's son who learned tin-smithing," according to the *Post* article. "The earliest canners had to be tinsmiths, since all cans then were cut by hand, assembled and then closed by solder. William came to New Orleans in 1817."

It was not until 1839 that William Underwood canned food products on a regular basis, although his experimental work on canning is believed to have started earlier, principally on canning lobsters. Other provisioners started work on canning at about the same time because of the market for preserved foods on long sea voyages, but William Underwood's thriving business was the only one to survive. The word "can" was coined by an obscure Underwood bookkeeper who tired of writing "canister" in his ledger.

Underwood's contributions to canning have continued over the years. In 1895, William Lyman Underwood, a grandson of the founder, and Samuel Cate Prescott, an assistant professor at Massachusetts Institute of Technology, published a paper which revolutionized the canning industry. Up to that time, it was believed that exclusion of air was sufficient for canning. Underwood and Prescott proved by demonstrations with canned clams and canned corn that only complete sterilization of the can's contents would kill all the bacteria present.

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 181,374 thousand pounds.

N.C.A. President Cautions on Curtailing Consumer's Choice

N.C.A. President Norman Sorensen was a principal speaker this week at the annual conventions of the Ohio Canners Association and the New York State Canners and Freezers Association.

At the 52d annual convention of the Ohio Canners Association he cautioned both canners and distributors on present-day practices that could tend to standardize canned foods and limit a shopper's choice.

In his address at the 74th annual convention of the New York State Canners and Freezers Association Mr. Sorensen gave high praise to food editors and other food writers and broadcasters for their service to the public in telling about the convenience and other values of canned foods.

OHIO

In Ohio, Mr. Sorensen warned that certain practices in canned foods manufacture and distribution tend to limit a housewife's variety of choices and selections—in styles of pack, in degrees of quality, in sizes of container.

He said that the large food stores—chains and supermarkets—today feature items with the broadest possible public acceptance so as to achieve the efficiency of rapid turnover, and that canners themselves sometimes yield to this temptation, the effect of which is standardization.

"Sometimes a housewife will want a specific style of a canned food that possesses a certain major or minor characteristic to gratify the special tastes and needs of her family, and she and she only knows what that special requirement is. If, because of the efficiency of mass production and mass distribution, items are so standardized as to deprive her of that particular choice in that particular store, something has been denied her. An exclusive reliance by canner or distributor on foods with fast turnover could be detrimental to increasing markets and acceptance, as well as disadvantageous to the consumer. If she finds herself in the position of having to choose from a very limited number of items, the result could be that she doesn't purchase what she wants, but buys the least objectionable article, or something acceptable, but it's still not her preference.

"Most certainly the canning industry should encourage the gratification of the housewife's preferences. We like to say that the housewife is the canner's boss, but if we go too far in the direction of standardization

of what we offer her, we are bossing the housewife.

"This year the industry participated in a promotion campaign of which the slogan was 'Better Meals Build Better Families' and to be consistent with that theme, we should certainly encourage and aid the housewife to glamorize the family meals, and do nothing to prevent her from fulfilling the function of feeding her family to the utmost satisfaction of their special tastes," he stated.

Mr. Sorensen took issue with those who believe that the industry should deliver completely finished goods to the housewife. On the contrary, he believes that the service rendered by the canner, of getting rid of the inedible portions—leaving the husks and pods in the field or factory—and performing the drudgery of preparation of raw product into a cookable form, is already a great one. "It should not be carried to the extreme of leaving her nothing to do in the kitchen, however. At that point, the housewife should add to the product her own touches of whatever culinary art she possesses. Let us not stand in her way, by making it difficult to obtain the specific forms and styles and qualities and quantities of canned foods that enable her to add glamour to the family meal.

"To one, who, like myself, is concerned with the welfare of the canning industry, this current trend appears to curtail the consumer's choice, to lessen her opportunities for attractive cookery, to decrease the canner's market. To one who is concerned with the effect of this trend on future generations, it might appear that the diet is being standardized to the point that food threatens to become only fuel for stoking the human machine, not an element of family esthetics."

NEW YORK STATE

In his address to the New York State processors Mr. Sorensen said that the public is benefited immeasurably by the food editors' constant attention to new facts, new recipes, and new approaches to the consumer. Each food fact and each recipe, he explained, is tailored to the needs of a consumer and is beneficial to her in getting the best use out of her food supplies.

In this way, Mr. Sorensen added, food experts on newspaper, magazine and radio-TV staffs are an important liaison between the food processor and the public in informing consumers how they may use canned foods to their own, individual best advantage.

Highlights of Mr. Sorensen's addresses were reported in press releases issued by the N.C.A. Information Division to 307 newspapers and 109 radio-TV outlets in Ohio and to 402 newspapers and 145 radio-TV outlets in New York State, as well as to the wire services and trade papers.

Drosophila Control Discussed

Three members of the N.C.A. staff have talked at state canners meetings this fall on Drosophila control. Dr. C. H. Mahoney, Director of the Raw Products Research Bureau, took part in meetings of the Pennsylvania, New York, and Tri-State associations. Dr. Edwin A. Crosby, Assistant Director, joined such discussions in Michigan and Indiana. Dr. Ira I. Somers, Director of the Research Laboratories, spoke in Ohio.

The N.C.A. plans to issue next spring detailed recommendations for 1960 control programs.

TABLE OF CONTENTS

	PAGE
Congress	
Senate group may broaden its inquiry on migratory labor	331
Consumer and Trade	
Institutional selling aids presented in C&T.R. bulletin	331
Inspection	
Poultry inspection regulations	332
Meetings	
N.C.A. President cautions on curtailing consumer's choice	334
Drosophila control discussed	334
Publicity	
Fast Food	332
USDA Plentiful Foods List	332
Oldest canner lauded	333
Research	
Policy Committee emphasizes need for pesticide research	331
Citrus advisory committee	332
Statistics	
Wholesale distributor stocks of canned foods	333
1959 pack of pumpkin and squash	333
Canned corn supply situation	333
Pack of canned meat	333